

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter portrays the results of the research analysis which is named as Findings. Afterward, there is also the discussion of the research findings. In this chapter, the researcher analyzed through its picture, language in the form of spoken and written in line with the technique of persuasive that they used. It combines Guy Cook's and Gorys Keraf's theory. Based on the finding data, the winner of Indonesian Bright Awards Advertisements 2016 are Indomie Advertisement, Dancow milk Advertisement, Beng-beng Advertisement and Djarum 76 Advertisement. Further explanation will elaborate below:


4.1 The Verbal Modes of Advertisements.

4.1.1 Pictures on Indomie, Dancow, Beng-beng and Djarum 76 Advertisement.

As cook's said in his book (2001:42) that any analysis of the language of advertisement immediately encounters the paradox that it both must and cannot take the musical and pictorial modes into account as well. It is important to combine pictures and music toward speech or writing as a complete combination in doing a commercial.

Here, pictures mean the scenes that present on advertisement. The advertiser uses picture to build a certain story which becomes the theme of the commercial. A story, however, is presented attractively and sequentially in order to make the message easy to understand. In every pictures or scenes are cannot be separated with the text or spoken. It is because both modes combine at the same time. In this

“hari semangat” television commercial that presenter wants to introduce the delicacy of Indomie. Below are the scenes:



Picture 1.A

Picture 1.B

The scene above shows a magazine with the title “Ghazali” and “Hotshot DJ” below it. This is a scene from a video commercial. From the picture

Picture 1.A

the music. As picture 1.A and 1.B shows that the a



Picture 1.B



Picture 2.A

Picture 2.B

Picture 2 above, Ghazali introduce the product and demonstrate how to cook with his style. He used the earphone in his neck to attract the people about his profession and in the left hand he show the product Indomie fried noodles to invite the consumer knows the product (see picture 2.A). Then, in the picture 2.B he show how to cook indomie fried noodles with his style. It means that the advertiser begin introduce their product and also shows how to cook the noodle with passionate.

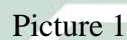


Pictures 3.A

Pictures 3.B

The pictures above shows ghazali who was enjoying eating indomie fried noodles.

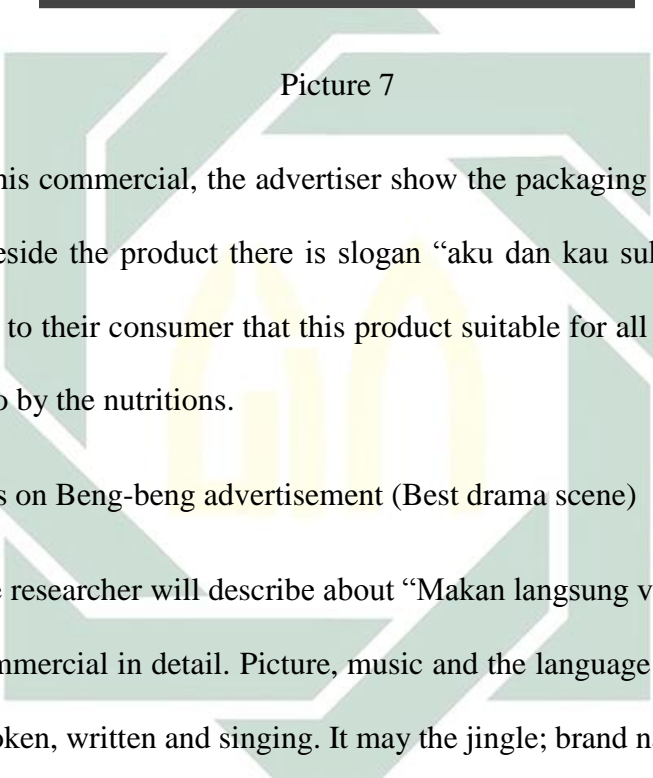
From the picture 3A it looks ghazali with his eyes closed enjoying the taste of indomie fried noodles, the advertiser make the people impressed by the way of



In the next scenes, there are about his parents began to worry about his son. His father would like to help him but his mother prevent it with bring a glass of milk. In front of them there is a table with a product of Dancow milk 1+. In the bottom left of the picture there is a sign of product with yellow colour same with the

Picture 3.B

[illegible]



Picture 7

In the end of this commercial, the advertiser show the packaging of Dancow milk 1+ product. Beside the product there is slogan “aku dan kau suka” it means the advertiser asks to their consumer that this product suitable for all kids by the taste of the milk also by the nutritions.

3. Pictures on Beng-beng advertisement (Best drama scene)

In this part, the researcher will describe about “Makan langsung vs Makan dingin” Beng-beng commercial in detail. Picture, music and the language are combined in the form of spoken, written and singing. It may the jingle; brand name, small print, etc. This commercial takes 30 seconds and presents drama of love.

For more explanation are below:



Picture 1.A

Picture 1.B

The pictures above are the first scene in this commercial. Picture 1A shows a man and a girl sitting together in front of the house. The man was eating beng beng looks very enjoy and the girl try to asks him. The next picture show he was surprised by what she said. From those scenes, the advertiser convey their idea from the love drama scene.



Picture 2.A

Picture 2.B

The next scene above shows about the problem from that drama love scene in that commercial. The first picture shows the girl asks to a man with sad expressions. Then, the picture 2B shows her father with a face full of emotion describes a problem between them. In this scenes the advertiser tries to shows that beng beng also suitable for older man when he was emotion (see picture 2B).



Picture 3.A

Picture 3.B

The next scenes present about the girl put some beng beng from her refrigerator. To continuing the problem before this scenes, the advertiser shows that the problem about the differences way to eating beng beng between them. The man like to eat directly but the girl and her father like to eat after cold from the refrigerator. By shows some beng beng inside the refrigerator the advertiser tries to gives an idea for their consumer about different way for eat beng beng.



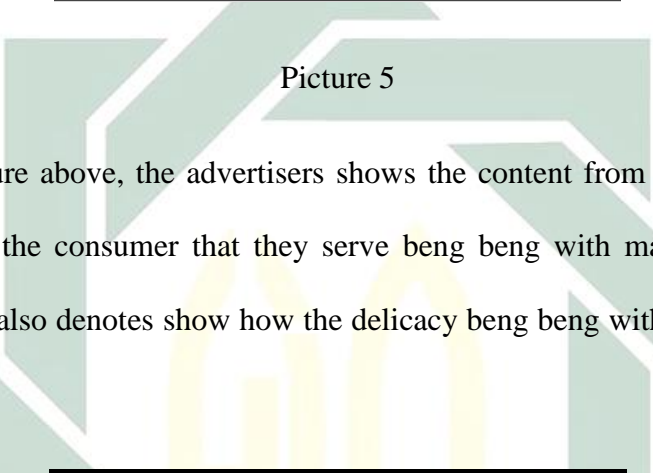
Picture 4.A

Picture 4.B

The pictures above shows a man and a girl has their own ways to eat beng beng.

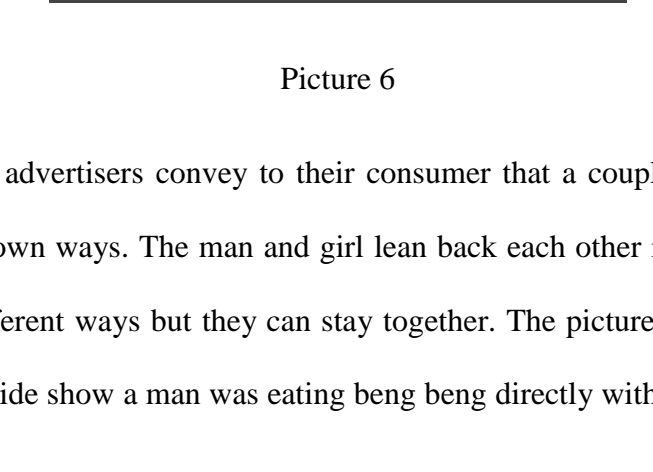
The first picture shows the girl with closed eyes looks very enjoy eat her beng beng.

Then, the picture 4B show a man also enjoy eat his beng beng with his closed eyes.



Picture 6

Moreover, the advertisers convey to their consumer that a couple eat their beng beng by their own ways. The man and girl lean back each other it means although they have different ways but they can stay together. The picture is divided by two sides, the left side shows a man eating beng beng directly with a red background



Picture 6

Moreover, the advertisers convey to their consumer that a couple eat their beng beng by their own ways. The man and girl lean back each other it means although they have different ways but they can stay together. The picture is divided by two sides, the left side shows a man was eating beng beng directly with a red background

Picture 7

from beng beng commercial its shows one pack a

a symbols of two choices for eat beng beng. I

s the other way for eat beng beng and both of the

beng.

s on Djarum 76 advertisement (Brighest Idea)

Picture 7

eng commercial its show

of two choices for eat b

Picture 7

from beng beng commercial its shows one pack a beng beng
a symbols of two choices for eat beng beng. It denote th
s the other way for eat beng beng and both of the ways are s
beng.

s on Djarum 76 advertisement (Brigheest Idea)

Insights on Djarum 76 advertisement (Brigiest Idea)

ation, the researcher will describe about “Knalpot bocor” Djarum 76
detail. By the theme of this commercial its show that the senes about
commercial takes 27 seconds and presents a comedy.

uation are below:



Picture 1

For opening this commercial, the picture above shows a view in the morning with a man were walking in the sidewalk. Then, he look finds something under his feet.



Picture 2.A



Picture 2.B

To continuing the previous scene the pictures above shows a foot that kicks a gold kettle. First, the picture show a foot that want to kick the cover of gold kettle that he found in the street. Next picture shows after the cover has opened by the foot then it look smokes poking up from that kettle. Afterthat, a jinn from the kettle want to outs from the kettle. The analysis from scenes above is the gold kettle with the smoke pokes out is symbolize a cigarette with the gold case. It means symbolize a product of this commercial.



Picture 7.A

Picture 7.B

To close the comedy drama, djarum 76 commercial shows that jinn laugh out loud after close the mouth of a man with duct tape. By the all scenes above, the advertisers show their bright idea to make something different. By the comedy of drama, advertiser convey about moral value also. The moral value seen when jinn closed the mouth of man. It means that to be a good people should not talk too much. By presented a moral value with the comedy, advertiser impressing the consumer to remember this commercial.



Picture 8

4.1.3 Speech and Writing on Indomie, Dancow, Beng-beng and Djarum 76 Advertisement.

Cook (2001:53) said that as such they make fullest use of music, song, images and dialogue together, though it is interesting to note that they revert in their final moment to a more traditional reliance on writing and speech. It means, what are the effects of picture and music in its combination is going back to the speech and writing as the final mode on commercial.

In commercials, speech means the expression of idea or thought, feelings, opinion, which is meaningful and vocalize by articulate sound. Here, the speech almost appears in the commercial as the messages or the exposition about the products that wants to deliver by the advertiser. In other hand, Written is the text which appears during commercial and it is a complement of speech or spoken Language. Nevertheless, the speech in this research also present in text form. The complete lyric of each speech and writing present on Appendix.

The analyses are below:

4.1.3.1 Speech

- a. “Bikin Hari Semangat” Indomie advertisement.

(1) Pagi guys, Indomie goreng dulu yuk.

(Morning guys, Indomie fried noodle first)

The spoken text above is a greeting and an invitation to eat indomie.

Here, the advertiser opening the scenes by invites the people to eat indomie in the morning.

The spoken text above is the first utterance from the child that can not command the horse to run. Then “mother do not want to help” means that in his area there is his mother but do not help him to ride the horse. From those sentence, the advertiser creates a drama that show about one activity of the children and his parent.

(He needs to exploration, I am calm because he is protected)

(3) Dancow 1+ Excelnutriplus baru, dengan lactobacillus rhamnusus minyak ikan dan nutrisi lainnya.

The last speech from this commercial is mention all of the nutritions inside dancow milk product. Moreover, the advertiser convince the consumer to believe this product content all of the nutritions that children's need. The advertiser mention directly and clearly in order to proved that dancow milk product is the best choice.

(1) Kita udahan aja ya, kamu suka makan beng beng langsung ayahku
setujunya beng beng dingin, maafkan aku.

The spoken text above is the only one utterance that deliver by the girl in this commercial. In fact, those sentence suggest the people that there are two kinds of ways for eating beng beng.

(1) Kuberi satu permintaan. satu aja ? dua bisa ?. gampang. caranya gimana ? sakti. kok bisa sakti ? dari sononya. dari sono mana ? dari nenek moyang. nenek moyangmu siapa ? kok gak ikut ? ada pin BB nya ? mulut apa knalpot bocor sih ? eh siapa bocor ? ehmm, mampet knalpotnya, mampet.

The conversation above is between a jinn and a man in the commercial. The advertiser do not mention the information about the product. Those conversation just to entertain the consumer with a comedy scene. The way of advertiser djarum do not show information about the product

(I and you like a Dancow)

c. “Makan langsung vs Makan dingin” Beng beng advertisement

The first sentence above aim to deliver about the ingredients in beng beng. By explaining the ingredients of beng beng it will make people interested.

(Eat directly or eat when cold)

The next sentence above shows two choices to eating beng beng. The advertiser giving a choices for eating beng beng with the purpose people not bored with the usual way.

(#choosewhereyourbengbeng)

[illegible]

sentence with hashtag often used by the people to posting some events or photos in their social media.

d. “Knalpot Bocor” Djarum 76 Advertisement

(1) Yang penting hepi.

(The most important thing is happy)

Sentence (1) present above the sentence (2) and its appears in the end the advertisement. By that sentence, djarum invites the consumer to emphasize their happiness although smooking can kill themselves. In conclude, the advertiser stay promotes their product although under the sentence there is a warning about smoking.

(2) Peringatan : Merokok membunuhmu 18+.

(Warning : Smooking kill you 18+)

Sentence (2) explain about the risk of smoking from the government. All of the cigarette advertisement must content this caution to reminds the consumer that want to buy the cigarettes. 18 + means that the age restrictions is over 18 years. The age under 18 years old has more risk to consume cigarettes that also the regulation from the government.

To conclude the explanation above the researcher found that almost all the advertisements that being the winner used the writing to explain the contents of the products also to promotes the products by writes the slogan in the end of advertisements.

4.2 The Way of Applying Persuasion Technique on Speech and Writing

The purposes of persuasion on television commercials are attracting people emotion and suggest them into certain idea, opinion and change their belief through oral and written language. However, to persuade people through a television commercial, it needs certain appeal and techniques of persuasion.

The advertisement appeal are categorized into six aspect, they are: Feature appeal, competitive advantage appeal, favourable price appeal, news appeal and popularity Appeal. This aspect will emphasize the superiority or advantages the product. Nevertheless, to convince people through television commercial, there are some basic ways and persuasion techniques which have to use by the advertiser. Those basic ways of persuasion are: (1) Personal Character of the Speakers, (2) Putting the audience into a certain frame of mind (ability to control emotion), and (3) Apparent proof or Evidence. The technique of persuasioan are Rationalization, identification, suggestion, conformity, compensation, projection, and displacement (Keraf 2009). Then, by the basic of persuasion and advertisement appeal above, the technique of persuasion will run well.

1. Rationalization

Rationalization is an effort to persuade people by giving a basic thought of problem. It can be seen from the Statements below:

- (1) Biar lo semangat kayak gue, Indomie goreng dulu. (Let you be spirit like me, Indomie fried noodles first) .

2. Identification

Identification technique is needed in a commercial to identify the object of the product. It is a key to reach successful in the market. The advertiser has to know, who their consumer are, what kind of circumstance that make their product suitable with the customer and the product are produced for old people, young people, children, etc.

- (1) Pagi guys, Indomie goreng dulu yuk. (Morning guys, Indomie fried noodle first)

From the sentence “morning guys” indicates that this advertisement for young people especially teenagers that in usual call use “guys”.

- (2) Dancow 1+ Excelnutriplus baru, dengan lactobacillus rhamnusus minyak ikan dan nutrisi lainnya.

Identification technique found in the sentence above. the advertiser use sign 1+ to that symbolize this product for range age 1 year and above. The advertiser also show the evidence by mention the nutritions.

- (3) Peringatan : Merokok membunuhmu 18+. (Warning : Smooking kill you 18+)

Like the previous sentence, 18+ is the sign to aware the people that Djarum 76 cigarette suitable for range age 18 year above. The advertising appeal that used is news appeal, because the advertise give a warning to their consumer

The sentence above content identification technique by the utterance that the father of the actor also like beng beng. It means beng beng not only for teenagers but also for adults people.

3. Suggestion

(1) Biar lo semangat kayak gue, Indomie goreng dulu. (Let you be spirit like me, Indomie fried noodles first)

All of the spoken text above (1&2) are the suggestion technique that deliver by the actor in indomie advertisement. The first sentences use the personal character of the and the second sentences use feature appeal to deliver their suggestion.

The sentence above content a suggestion technique when the actor says “he needs to exploration” it means the actor suggest that children needs to explore their growth age. Then, for supporting the exploration, dancow is the product of milk that can support them.

Here, the advertiser used suggestion technique in order to shows there are two choices for eat beng beng.

The last, suggestion technique found in djarum 76 advertisement. Different from the other, djarum used suggestion to give a warning that the product also suitable for range ages 18 above. taht is also content a news appeal.

Suggestion technique almost used by all of the winner. Moreover, the analysis found that indomie used twice of suggestion in order to invited and persuaded the consumer.

This technique used to show people that the product is created based on the people need. It is the superiority of the product and something that make them different with others.

6. Displacement

Displacement is a process of displacing an intention or something which faced an obstacle with other means. In short, displacement is attempted to take mind off an emotion and avert it to the new object. It is the continuation of the previous technique.

(1) Kuberi satu permintaan. satu aja ? dua bisa ?. gampang. caranya gimana ? sakti. kok bisa sakti ? dari sononya. dari sono mana ? dari nenek moyang. nenek moyangmu siapa ? kok gak ikut ? ada pin BB nya ? mulut apa knalpot bocor sih ? eh siapa bocor ? ehmm, mampet knalpotnya, mampet. (I will give you one request. just one ? could not two ? easy. how the way ? magic. how can be a magic ? by nature. where is nature ? from the ancestor. who your ancestor ? why not with you ? do you have a pin of BBM ? is it a mouth or a broken exhaust ? eh, who is broken ? ehmm, clogged your exhaust, clogged !)

The only one also that used displacement technique is djarum 76 advertisement. Djarum 76 convey their advertisement by a comedy scenes with the purpose to displacement from the common advertisement to funny advertisement that not content about promotion this product. Here, common advertisement means the advertisement that used technique of persuasion to promotes their product.

7. Projection

It is a technique which presents the advantages and disadvantages of the product to show the differences with other.

Projection is the fourth of techniques that used by all the winner of Indonesian Bright Awards Advertisements 2016.